

### In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) An apparatus comprising:  
a shell;  
an optical reflector disposed at least partially within the shell, wherein a space is formed between the optical reflector and the shell;  
at least one light emitting diode disposed within the optical reflector;  
a heat sink disposed at least partially within the shell, the light emitting diode being mounted to the heat sink; and  
a motor and a fan in flow communication with the space, the fan being configured to move air over the heat sink and through the space; and  
a screw type electrical contact base coupled to the shell.
2. (Original) The apparatus of Claim 1, wherein the fan is configured to move air over the heat sink before moving air through the space.
3. (Original) The apparatus of Claim 1, wherein the shell has at least one air inlet aperture, the fan drawing air through the air inlet aperture.
4. (Original) The apparatus of Claim 3, wherein the shell and optical reflector define at least one air exhaust aperture, wherein air is expelled through the at least one air exhaust aperture after moving over the heat sink.
5. (Original) The apparatus of Claim 3, wherein the shell further has at least one air exhaust aperture, wherein air is expelled through the at least one air exhaust aperture after moving over the heat sink.
6. (Original) The apparatus of Claim 1, wherein the shell and optical reflector define at least one air inlet aperture and the shell further has at least one air exhaust aperture, wherein the fan draws air through the air inlet aperture and moves air through the space, over the heat sink and through the air exhaust aperture.

7. (Currently Amended) The apparatus of Claim 3, ~~wherein the apparatus further comprises a base coupled to the shell,~~ wherein the shell has a plurality of air inlet apertures located near the screw type electrical contact base.
8. (Original) The apparatus of Claim 1, wherein the heat sink includes at least one of a plurality of fins and a plurality of heat pipes that extend into the space.
9. (Original) The apparatus of Claim 1, wherein the motor and fan are within the shell.
10. (Currently Amended) ~~The apparatus of Claim 1, further~~ An apparatus comprising:  
a shell;  
an optical reflector disposed at least partially within the shell, wherein a space is formed between the optical reflector and the shell;  
at least one light emitting diode disposed within the optical reflector;  
a heat sink disposed at least partially within the shell, the light emitting diode being mounted to the heat sink;  
a motor and a fan in flow communication with the space, the fan being configured to move air over the heat sink and through the space; and  
a hollow neck coupled to the shell and a base coupled to the hollow neck, wherein the motor and fan are within the base.

Claims 11-16 (Cancelled)

17. (Original) An apparatus comprising:  
a light emitting diode;  
an optical reflector that controls the direction of light emitted from the light emitting diode;  
a heat sink, the light emitting diode being mounted on the heat sink;  
a fan for moving air over the heat sink; and  
an air flow channel through which the fan moves air, the air flow channel follows the general outline of the optical reflector; and  
a screw type electrical contact base coupled to the shell..

18. (Original) The apparatus of Claim 17, wherein the air flow channel is at least partially defined by the optical reflector.

19. (Currently Amended) ~~The apparatus of Claim 18, further~~ An apparatus comprising:  
a light emitting diode;  
an optical reflector that controls the direction of light emitted from the light emitting diode;

a heat sink, the light emitting diode being mounted on the heat sink;

a fan for moving air over the heat sink;

an air flow channel through which the fan moves air, the air flow channel follows the general outline of the optical reflector, the air flow channel is at least partially defined by the optical reflector; and

an exterior shell in which the optical reflector is at least partially disposed, wherein the air flow channel is further defined by the exterior shell.

20. (Original) The apparatus of Claim 19, wherein the exterior shell has a plurality of apertures through which air is drawn prior to being moved over the heat sink.

21. (Original) The apparatus of Claim 17, wherein the heat sink comprises at least one of a plurality of fins and a plurality of heat pipes that extend in the general direction of the optical reflector.

22. (Currently Amended) ~~The apparatus of Claim 17, further~~ An apparatus comprising:  
a light emitting diode;  
an optical reflector that controls the direction of light emitted from the light emitting diode;

a heat sink, the light emitting diode being mounted on the heat sink;

a fan for moving air over the heat sink; and

an air flow channel through which the fan moves air, the air flow channel follows the general outline of the optical reflector;

a hollow support element that is coupled to the optical reflector and heat sink, wherein the hollow support element defines a portion of the air flow channel; and

a base coupled to the hollow support element, wherein the fan is within the base.

23. (New) The apparatus of Claim 1, further comprising an AC to DC converter coupled to the a screw type electrical contact base.
24. (New) The apparatus of Claim 23, wherein the AC to DC converter is coupled to at least one of the motor and the at least one light emitting diode.
25. (New) The apparatus of Claim 17, further comprising an AC to DC converter coupled to the a screw type electrical contact base.
26. (New) The apparatus of Claim 25, wherein the AC to DC converter is coupled to at least one the light emitting diode and a motor for driving the fan.

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